

Robert Carter



Robert (Bob) Carter is executive vice president of sales for Toyota Motor North America (TMNA).

In his role, Carter is responsible for sales, marketing, distribution, and customer service for the Toyota and Lexus brands in North America.

Prior to his current position, Carter was senior vice president of automotive operations for Toyota Motor Sales (TMS), U.S.A. Inc., where he was responsible for the Toyota division, the Lexus division, sales administration, Toyota Logistics Services, Toyota Motor Sales de Mexico, and Toyota de Puerto Rico.

Carter previously held the positions of group vice president and general manager of both Toyota and Lexus divisions at TMS. Carter was responsible for leading all sales, logistics, marketing, retail development, customer satisfaction, and dealer relations activities.

Since joining TMS in 1981 as a warranty processor, Carter has held a number of other positions, including vice president of sales for both Toyota and Lexus, general manager of Toyota's Denver regional sales office, Lexus Eastern area manager, and Lexus national market representation manager. He was also the general manager and part owner of Hyannis Toyota in Hyannis, Massachusetts.

Carter received a Bachelor's Degree in Business from Shippensburg State College in Shippensburg, Pennsylvania.